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COURSE BROCHURE

Airline Management Fundamentals Training Course

17 – 21 January 2027
Muscat

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Registered in the United Kingdom and Saudi Arabia

Airline Management Fundamentals Training Course

Ref: 548_20304 **Date:** 17 – 21 January 2027 **Location:** Muscat **Fees:** 6500 GBP

Airline Management Fundamentals is a 1-week training course for new airline managers, graduates and professionals joining airlines from other sectors, built around an airline function and KPI map that shows how fleet, network, commercial, operations, maintenance and safety decisions connect. Airlines are hiring from banking, retail, technology and logistics, and newcomers must grasp the business quickly. Jupiter Prime Training designed this Airline Management Fundamentals course for people starting airline careers.

Why Airline Management Fundamentals Matter Now

Airlines are growing fleets, opening routes and launching new carriers, while experienced staff retire and many new managers arrive from outside aviation. Investors watch thin margins, passengers compare carriers on price and reliability, and safety oversight leaves no room for managers who misread how one department's choice affects another. A manager who sees the whole airline makes better trade-offs between cost, schedule and service; one who knows only a single function creates friction and expensive surprises. The course draws on the ICAO Annex 19 Safety Management principles that shape every airline's safety management system SMS.

Who Gains Most from Airline Management Fundamentals

- New managers taking charge of an airline department for the first time
- Graduates rotating through commercial, operations and support functions
- Professionals moving into airline finance, people or technology roles from other sectors
- Staff from airports, handlers and suppliers who work closely with airlines
- Project staff supporting airline start-ups or fleet expansions

A graduate intake or new-hire cohort from the same airline gains most when attending together, since all members then share one picture of how the airline earns and spends.

Airline Management Fundamentals Capabilities

Each outcome gives a newcomer the vocabulary and cause-and-effect picture needed to contribute in airline meetings from the first week.

- Compare full-service, low-cost, hybrid and cargo business models — strategy discussions
- Explain how fleet choice, network design and schedule shape cost and revenue — planning colleagues
- Describe the roles of commercial, flight operations, maintenance and ground functions — cross-department work
- Read core airline measures such as load factor, yield, unit cost and punctuality — management reporting
- Assess how alliances, codeshares and distribution channels extend an airline's reach — commercial partners

- Build a map linking each function to its decisions and performance indicators — line managers

Key Airline Management Fundamentals Terms

- Business model — the way an airline chooses its fleet, network, product and cost base to make money.
- Hub-and-spoke network — a network that funnels passengers through a central airport to connect many origins and destinations.
- Load factor — the percentage of available seats filled with paying passengers.
- Yield — average revenue earned per passenger kilometre flown.
- Codeshare — an agreement where one airline sells seats under its own flight number on a partner's flight.
- Safety management system SMS — the organised approach an airline uses to identify hazards, manage risks and monitor safety performance.

Airline Management Fundamentals Day by Day

Day 1: The Airline Industry and Business Models

- Airline Industry Structure — Carriers, Airports, Lessors and Suppliers
- Full-Service, Low-Cost, Hybrid and Cargo Models — Strategic Choices
- Airline Value Chain — From Booking to Arrival
- Ownership, Leasing and Financing Basics — Fleet Funding Options
- Airline Organisation Chart — Functions and Accountable Managers

Day 2: Fleet, Network and Schedule

- Fleet Selection Criteria — Range, Capacity and Commonality
- Hub-and-Spoke Versus Point-to-Point — Network Design Choices
- Schedule Building Basics — Frequency, Timing and Aircraft Rotations
- Alliances, Codeshares and Interline Agreements — Extending Network Reach
- Route Launch Decisions — Demand, Competition and Airport Access

Day 3: Commercial and Customer Functions

- Pricing and Revenue Management Basics — Fare Classes and Inventory
- Distribution Channels — Direct Sales, Agencies and Online Platforms
- Loyalty Schemes and Ancillary Revenue — Customer Value Levers
- Cargo as a Revenue Line — Belly Capacity and Freighters
- Product and Service Standards — Cabin, Lounge and Ground Experience

Day 4: Operations, Maintenance and Safety

- Flight Operations and Crew Planning — Rosters and Duty Limits
- Operations Control Centre — Daily Decisions and Disruption Handling
- Maintenance and Engineering — Checks, Reliability and Aircraft Availability
- ICAO Annex 19 Safety Management — Hazards, Risk and Safety Culture
- Ground Handling and Airport Partners — Turnaround and Service Contracts

Day 5: Practising the Airline Function and KPI Map

- Business Model Case — Applying Model Choices to a New Route
- Network and Fleet Exercise — Applying Schedule and Rotation Logic
- Airline Economics Basics — Load Factor, Yield and Unit Cost Links
- Performance Indicator Set — Commercial, Operational and Safety Measures
- Airline Function and KPI Map — Functions, Decisions and Indicators

Applying Airline Management Fundamentals After the Course

- Draw the participant's own department on the function and KPI map and agree it with the line manager.
- Interview one colleague each from network planning, operations control and maintenance about the decisions they need from the participant's area.

Airline Management Fundamentals Questions FAQ

What are airline management fundamentals, and why do they matter now?

They are the core ideas of how an airline plans fleet and network, sells seats, runs flights and stays safe. They matter now because airlines are expanding and hiring many managers from outside aviation who must learn the business quickly.

Which roles gain most from airline management fundamentals training?

New airline managers, graduates, professionals moving in from other sectors and partner staff from airports and suppliers gain most. They need a clear picture of how airline functions depend on each other.

How does airline management fundamentals training differ from a specialist airline course?

Specialist courses go deep into one area such as revenue management or maintenance control. Airline management fundamentals training covers every main function at an introductory level and shows how their decisions and measures connect.

What do you bring back from airline management fundamentals training?

You bring back an airline function and KPI map showing business model choices, fleet and network logic, commercial and operational roles, safety responsibilities and the measures each function reports.

Airline Management Fundamentals: The Way Forward

The airline function and KPI map first informs which colleagues and measures a new manager should engage with in the first months. Line managers use it for induction and graduates use it during rotations. After the first year in role, the map deserves a fresh look to add the deeper specialist knowledge each participant has gained.